

WFTX-TV is a Fox affiliate in the Ft. Myers/Naples television market owned by Emmis Communications. Our commitment to localism is exemplified through various programming and community service efforts. WFTX-TV invests over \$2 million a year in news resources and technical support to provide viewers in SW Florida with critical news and weather information. This represents over 25% of our total operating budget. WFTX-TV offers the only primetime newscast in the market at 10:00-11:00pm seven nights a week. We air a repeat broadcast of this program each weekday at 6am. Within the past year we have launched a website devoted to news and programming information as well as community events and a forum for viewer feedback and comments. Important links for further information on critical news items or issues are featured during our newscasts and provided through our website. Over the years, WFTX-TV has provided special long-form programming such as town meetings, debates, or news specials to address local public affairs or political issues. These are scheduled in response to viewer interest or editorial decisions, average 30-60 minutes, and are scheduled in peak viewing time periods.

WFTX-TV ascertains community input through various techniques. The station spends \$40,000 each year on market research to determine what issues and content matters are most important to residents throughout SW Florida. We receive many viewer letters and emails throughout the year commenting on local efforts in news and programming, all of which we respond to. The station belongs to six different Chambers of Commerce in the area, and staff members are active in Chamber meetings and events, networking with and soliciting input from other business leaders in the community. The General Manager is on the Board of the Florida Broadcasters Association and the Foundation for Lee County Public Schools which gives access to key community leaders and the business and public concerns they represent.

WFTX reserves the right to pre-empt network programming to present programming of higher public interest and does so with four pre-season Tampa Bay Buccaneer football games, live breaking news events, and the Labor Day MDA Telethon.

Each year, WFTX supports a breast cancer awareness campaign through public service announcements, a locally produced half-hour special and special news reports during October, and sponsorship of Making Strides for Breast Cancer and Relay For Life events in the community. We also support an initiative called One for the Community which raises millions of dollars for area school programs not included in their budgets.

During the recent hurricane activity in Florida, WFTX provided many hours of local news and emergency information critical to public safety. We expanded our normal news programming hours, investing thousands of dollars and man-hours to provide this service to the residents of SW Florida. We participate in EAS and Amber alerts for Florida.

Our news anchors and other staff members are embedded in the community, serving in various capacities for the Humane Society, Big Brother/Big Sisters, the Harry Chapin Food Bank and other community organizations. We believe in giving back to the community that we serve, which puts us in closer contact with the needs and interests of our fellow SW Floridians.

WFTX, through its news, programming and community efforts, strives to be part of the fabric of the market that we serve. We solicit feedback continuously from our viewers and community leaders and make every effort to be responsive to those needs through our over-the-air and public service efforts.

Donita Todd  
VP & General Manager